

Movin' on, movin' in, movin' up

There's a lot of rationalisation going on out there, and it ain't all bad.

But the wheels of business need to keep movin', we all need to cut the dead wood, keep an eye out for opportunities and make sure that we're being... **noticed**.

The wine and beverage sectors have had their own hard knocks, so in this issue of e'ssence we profile the re-birth of a well established Western Australian brand, a couple of sassy wine brands bound to appeal to a younger demographic, and a vodka liqueur which is bound to receive the emphatic "yes!".

Not forgetting our clients who need to retain their sobriety, we also unveil the recent re-branding program for a company that has identified a niche and grown in leaps and bounds from security services to the supply of totally integrated systems.

Click on an image below and enjoy.

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PALANDRI



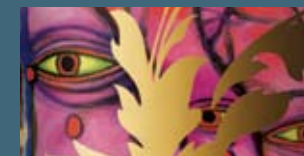
CROWN



CLIQUÉ



BLOODY OATH!



BALDIVIS

Palandri – The Estates

Few who appreciate fine wine would be aware that Palandri draws its grapes from three dedicated vineyards across Western Australia's southwest, but a re-branding program recently completed by REB Design is set to address this lack of consumer knowledge.

'The Estates' highlights all the origins of each of its wines, so affording the purchaser a better understanding of the attributes of certain wines from different regions.

The labels also adopt a far more sophisticated direction than those of previous years, with their utilisation of premium paper stocks, refined graphics and subtle embellishments, to ensure greater success and longevity for the brand in the Australian and international markets.



PALANDRI



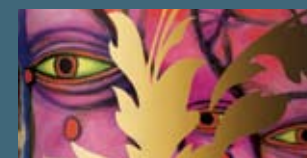
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BALDIVIS

Crown Integrated Systems

On face value, monitored security and ducted vacuum may seem incongruous.

In reality, these and other facilities, such as intercoms, structured cabling, and CCTV, all require the same expertise to be integrated into a building, and with recent changes in technology, have become more affordable to a broader market.

As with many businesses, Crown Security, which originally focused on security services, broadened its offer, and in doing so, realized that its operational name was confusing the marketplace.

Recently re-branded Crown Integrated Systems, the company now has in place a strategy, which will allow it to cross promote its products and services in both the domestic and commercial sectors



PALANDRI



CROWN



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BALDIVIS

Clique

Woman's universal fetish for stockings and shoes is out of the closet.

The pair of fashion accessories, which has been known to dominate the lives of many, have now found a toe in the door to the cellar – Clique is on the catwalk.

Be they totally impractical, the stilettoed masterpieces on the labels hold a fascination for a broad cross-section of women, who are the principal target market for the brand.

The development the range for Arrowfield Estate in the Hunter Valley also included the creation of the brand name as well as unique gift packs in the guise of alluring shoeboxes.

Destined to be sipped in style.



PALANDRI



CROWN



CLIQUÉ



BLOODY OATH!



BALDIVIS

AN IRREGULAR UPDATE FROM REB



Bloody Oath!

It's a bold move to adopt one of the hallmarks of the great Australian vernacular and to insist on its use as the brand name for a new vodka liqueur, but in the case of Aussie Vodka, 'Bloody Oath!' was exactly what the company wanted.

Be the name confronting, the label graphically builds upon the use of the 'emphatic yell' with the stylish incorporation of bold, gloss black typography, set against gunmetal grey and lipstick red finishes. The result is a brand having strong shelf presence and retention value, while distinctly contemporary and unquestionably top-shelf.

Destined to meet complete agreement.



PALANDRI



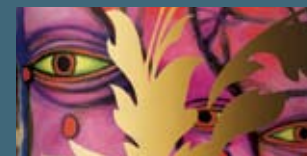
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BALDIVIS

AN IRREGULAR UPDATE FROM REB



Baldivis Estate

'Never follow' is a mantra many would wish to lay claim to, and one that now underpins the brand positioning of Baldivis Estate from Western Australia.

3 Oceans Wine Company, which recently acquired the brand, provided a succinct brief for the re-imaging works - to create a series of labels that would appeal to a youthful, wine savvy demographic, without alienating the maturer consumer. The result is an arresting juxtaposition of classic fleur-de-lys and contemporary illustrations, which suggest the yearnings of those in one's company to be offered the opportunity to savour the range of delectable wines.

A must for those who wish to be astute, be individual and be remembered.

Press ESCAPE on keyboard to exit



PALANDRI



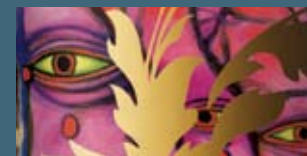
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